



January 31, 2014

To: Executive Board

Subject: **FY 2014 Major Initiatives Status Report**

Recommendation

Receive and file an update on the Major Initiatives included in Foothill Transit's FY 2014 Business Plan and Budget.

Analysis

Each year, the Executive Board approves the major initiatives that will direct the agency's activities and focus for the coming fiscal year. The FY 2014 Major Initiatives were approved by the Board in March 2013 and included as part of the FY 2014 Business Plan and Budget that was approved by the Governing Board in May 2013.

Below are status updates on each of the nine major initiatives listed in the Business Plan and Budget document.

Bus Replacement Project

In FY 2014 Foothill Transit procured 64 new 42-foot CNG buses from North American Bus Industries (NABI). The project will replace the 23 remaining diesel fueled buses making Foothill Transit one of the greenest transit agencies in Southern California. Also, the project will replace CNG buses in the current fleet that have met the federal bus replacement guideline of 500,000 miles or 12 years whichever comes first. To date, 32 buses have been received and placed into service between the Arcadia and Pomona operating facilities. The transfer of SMART*Bus* and surveillance equipment from retiring buses to the new coaches continues to move forward as more buses are received. The project is slated to be completed within the next 30 days.

System Performance

The goal of the System Performance initiative for FY 2014 was to implement service changes to improve systemwide on-time performance and reduce customer waiting time at bus stops. To date two schedule changes have been implemented. The first schedule change in spring 2013 focused on improving on-time performance on Commuter Express service. The chart below compares the on-time performance of the express service by direction between July and December of FY 2013 and FY 2014.



	FY 2013	FY 2014	Improvement
Westbound Express to Los Angeles	87%	87%	0%
Eastbound Express from Los Angeles	51%	76%	25%
Overall Express Service	65%	76%	11%
December systemwide On-Time Performance	71%	81%	10%

The Fall 2013 service change took effect on November 24, 2013 and its focus was updating running times of the lowest performing routes and routes with the highest number of schedule adherence complaints, along with adding trips to lines that had gaps in service during the middle of the day and matching service span to shopping mall closing hours.

Overall systemwide on-time performance for the month of December improved to 81 percent for FY 2014 compared to 71 percent in FY 2013. This is the first time on-time performance has reached 80 percent since Foothill Transit started relying on SMARTBus systemwide data to report the key performance indicators. The routes with the added trips all experienced an increase in ridership when comparing December 2013 with December 2014.

Electric Bus Program

In 2014 the Executive Board approved the purchase of 12 additional Ecoliner zero emissions electric buses. Nine buses will be placed in service while three will serve as spares making Line 291 Southern California's first fully electrified bus route. Of the 12 electric buses in the current order three have arrived at the Pomona operating facility and Foothill Transit staff has begun the acceptance process. Two additional electric buses were shipped on January 23 and are expected to arrive in Pomona within four days. It is anticipated that the remaining electric buses will arrive within the next 20 days with service implementation shortly thereafter.

ESMS at Pomona

The ESMS Core Team has completed the first half of their training courses offered by Virginia Technical Institute learning the process to begin ESMS implementation at the Pomona Operations and Maintenance Facility. A list of key aspects has been identified and goals have been set that will be addressed in the following year. From this process the goal is to have the Pomona Facility ISO 14001 Certified in the next two years.



College Pass Program

Foothill Transit launched its Class Pass Pilot Program this fall at both Mt. SAC and the University of La Verne. During this three-semester pilot program students receive a pass to be used on Foothill Transit that is good for the entire semester. Both programs have been extremely successful and have alleviated campus parking congestion and increased ridership on the lines that served these campuses. After the three semester pilot, students and administrators at each school will decide whether to keep the Class Pass program on campus and subsidize the cost.

San Gabriel and Pomona Valley Park & Rides

- **Industry Park & Ride**

Construction of Foothill Transit's Industry Park & Ride parking structure was completed on time and within budget. On Monday, October 7, 2013, Foothill Transit began scheduled bus service to the new Park & Ride parking structure. The grand opening of the Park & Ride parking structure was held on November 22, 2013. On February 3, 2014, a new express Line 495 will be in service between the Industry Park & Ride and downtown Los Angeles.

- **Azusa Park & Ride**

On July 15, 2013, the Azusa City Council certified the Environmental Impact Report (EIR), and on December 2, 2013, Foothill Transit was notified by the Federal Transit Administration (FTA) of the results of the Environmental Assessment (EA). The EA resulted in a Finding of No Significant Impact (FONSI). After receiving the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) clearance, the architectural and engineering firm, Choate Parking Consultants, was given the Notice to Proceed to begin Phase II design services on the parking structure. All design work and issuance of drawings is scheduled to be submitted mid-April 2014. Construction is estimated to commence in October 2014 and be completed by October 2015.

- **West Covina Park & Ride**

The West Covina Transit Center and Park & Ride Project is currently on hold. In March 2013 we reported on the proposed three-level 500 space parking structure and Transit Center at the Westfield Mall. The location of the new proposed parking structure was owned by the City of West Covina's Redevelopment Agency. With the abolishment of redevelopment agencies the City of West Covina requested that the State Department of Finance transfer ownership of the property to the Parking Authority. The Department of Finance rejected the transfer and as such, West Covina decided to put the project on hold. In addition, there has been a change in ownership of the West Covina Mall in recent months.



Legislative Advocacy

On three separate occasions this year, the Executive Board Chair, Executive Director and Director of Government Relations have met with our federal delegation members or their staff in Washington, D.C. In addition, the Board Chair, Executive Director and Director of Government Relations have met once with our state delegation or their staff in Sacramento. These meetings have helped maintain our ongoing strong relationships with established delegation members and we have begun developing relationships with our newest delegation members and their capitol staff. Meetings have also been held with our newest state delegation members in their district offices as well as attending events where they have been featured guest speakers.

Website Redesign

Cultivating a successful online presence today requires a website that can reach customers on multiple platforms. The 2014 Redesign of foothilltransit.org is underway and includes a complete revamp of its compatibility with mobile devices. The discovery stage and website architecture are already complete and copywriting and wire framing are scheduled for February.

25th Anniversary Campaign

Upon reaching our 25th anniversary milestone in December, we launched a celebratory, customer-focused on board campaign that highlights our appreciation for our customers. We also launched a very popular online “archive campaign” that showed of images gleaned from our photography archive. The campaign will continue through summer 2014.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kevin McDonald'.

Kevin McDonald
Deputy Executive Director

A handwritten signature in blue ink, appearing to read 'Doran J. Barnes'.

Doran J. Barnes
Executive Director